accilium OKR Guide

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OKRs…

› are a way to run your life, your team or your company

› create focus and prioritization.

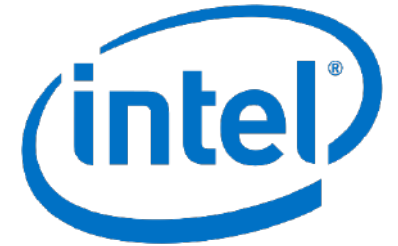› align team effort and make sure everybody is working towards the same goal.

and will lead us to
Rocket Growth

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Companies Using OKRs

Widely implemented in thousands of companies of all industries and sizes worldwide.

The de facto standard to run a company in Silicon Valley

What are OKRs?

Objective

O

- Objectives are goals.
- They tell you where to go

K

R

Key Results

- Each Objective has a few Key Results
- They indicate how you will get there

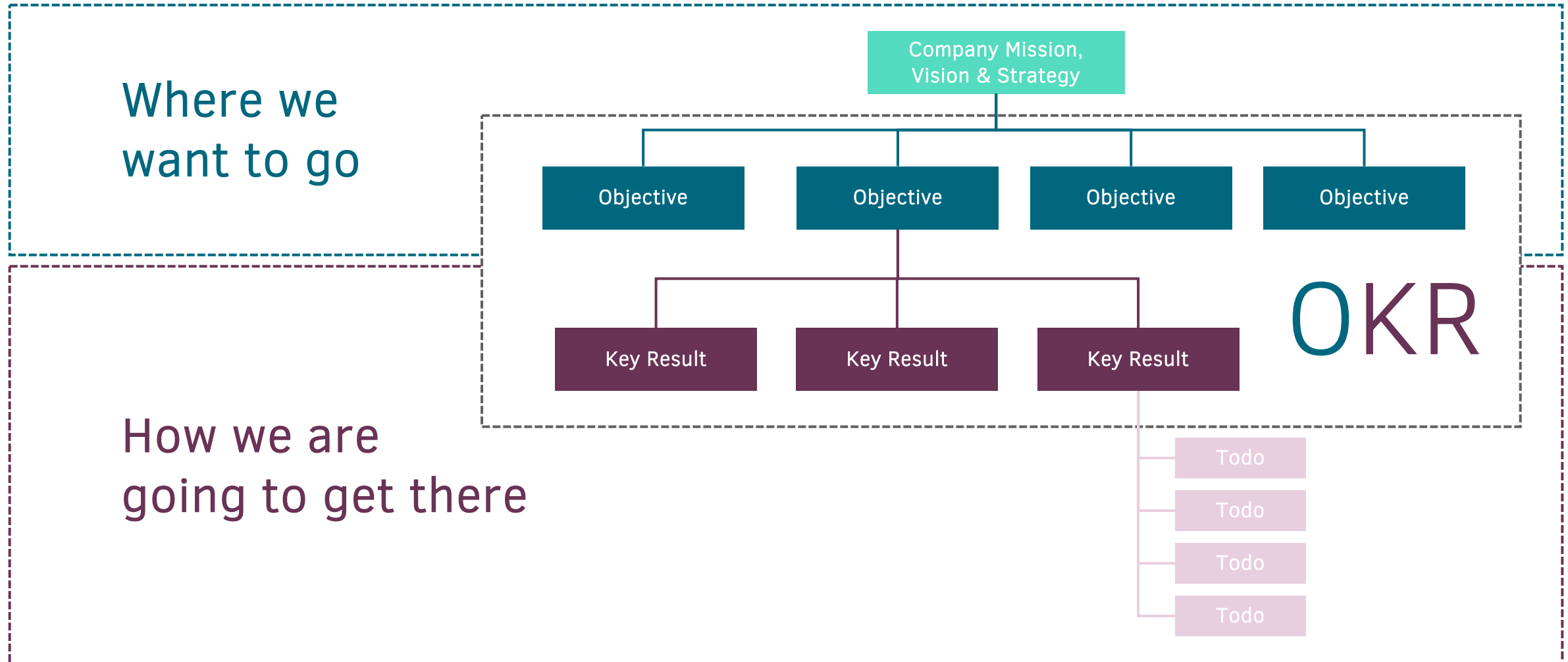accilium

OKR Example

Objective:
Launch a New Customer Community

Key Results:

› Create a Customer Community Strategy based on best practices

› Publish 60 articles during the quarter and get 6,000+ page visits

› Get 30% of our customers to participate in the community

How do OKRs fit into Mission, Vision, Strategy and Todos?

Where we want to go

How we are going to get there

Company Mission, Vision & Strategy

Objective

Objective

Objective

Objective

Key Result

Key Result

Key Result

OKR

Todo

Todo

Todo

Todo

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Who invented OKRs?

Doerr

John

John Doerr's goal formula

I Will ...

↓

(Objective) ...

↓

as measured by ...

↓

(a set of Key Results).

John Doerr is one of the most successful venture capitalists of all time, having invested in Amazon and Google

Doerr worked at Intel and introduced Google to OKR

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What are the main benefits of OKRs?

Moonshots

bold ambitious goals that make the team rethink the way they work

Many (>50%) Objectives are defined bottom up

Bidirectional Goal Setting

DISCIPLINES THINKING
The Major Goals Will Surface

COMMUNICATES ACCURATLEY
Lets everyone know what is important

ESTABLISHES INDICATORS FOR MEASURING PROGRESS
Shows how far along we are

FOCUSES EFFORT
Keeps Organization in step with each other

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IN OTHER WORDS

to make sure everyone knows what they are doing and why

Our main goal is to connect company, team, and personal objectives to measurable results, making people move together in the right direction.

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Together We Create build

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The accilium OKR Guidelines

OKRs are **public**; everyone in the company will be able to see what everyone else is working on (and how they did in the past)

Objectives are **ambitious**, and should feel a tad uncomfortable (Research demonstrates that people who set challenging targets achieve more)

Key Results are **measurable**; they should be easy to grade with a number (we use a 0 – 1.0 scale to grade each key result at the end of a quarter)

The **"sweet spot" for an OKR grade is .7 – .8;** if someone consistently gets 1.0, their OKRs aren't ambitious enough. **Low grades will never be punished**; we see them as data to help refine the next quarter's OKRs.

Don't have too many
5 Objectives with 4 Key Results each is our maximum per quarter

OKR Grading

› Only Key Results get graded. An Objective's grade is the average of its Key Results.

› A good Key Result always enables **objective** grading.

› Objective grading is necessary for **learning**

› Grading will **never** be used for employee evaluation

› We use a scale from 0.1 – 1

› We grade OKRs at the beginning of the next quarter

› Remember: Our Target is a .7 - .8 grading

OKR Scorecard

acc'sie: <Name Nameson>

Year: 2018   Quarter: Q2

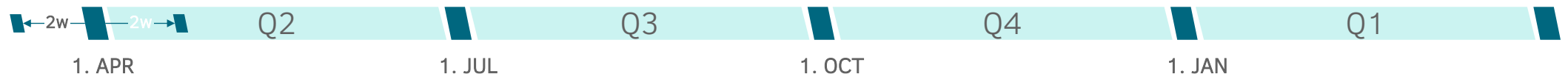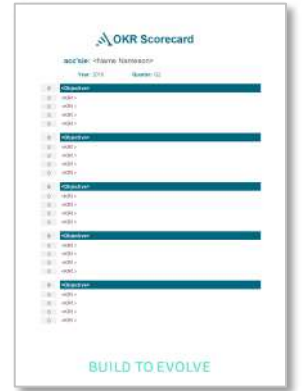| 0,67 | Launch a New Customer Community |
0,3	Create a Customer Community Strategy based on best practices
0,7	Publish 60 articles during the quarter and get 6,000+ page visits
1	Get 30% of our customers to participate in the community
0	<Objective>
0	<KR1>
0	<KR1>
0	<KR1>
0	<KR1>
0	<Objective>
0	<KR1>
0	<KR1>
0	<KR1>
0	<KR1>

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The Timeline

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OKR Timeline
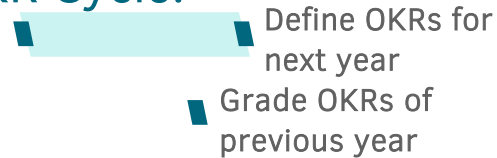
> We set OKRs annually and quarterly.
> A Quarter and a year are timeframes in which you really can achieve something.
> For starters we set annual OKRs only for the entire company (we leave team OKRs out of scope for now)
> Quarterly OKRs are set by every acc'sie

←2w→ ←2w→	Q2		Q3		Q4		Q1
	1. APR		1. JUL		1. OCT		1. JAN

Annual OKR Cycle:

Entire company

Define OKRs for next year

Grade OKRs of previous year

Quarterly OKR Cycle:

Every acc'sie

Define OKRs for next quarter

Grade OKRs of previous quarter

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